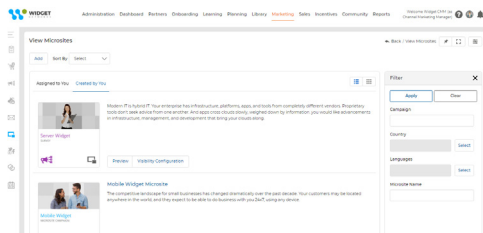# Microsite & Landing Page Management

The Microsite & Landing Page Management module of ZINFI's partner marketing management (PMM) platform enables your organization to set up co-branded microsites or landing pages for partners to initiate marketing activities that engage their prospects and customers via single-touch or multi-touch digital drip campaigns.

Microsite Setup & Management

ZINFI's Microsite & Landing Page Management module gives your organization the tools you need to quickly create corporate-branded landing pages for your channel partners to use in the execution of various marketing activities. This helps you create broader awareness of your products and generate more qualified leads.

You can use the module to set up required pages, products and documents to be shown on the landing pages. Channel partners can then customize existing content or add supplemental content to landing pages to meet their own business requirements.
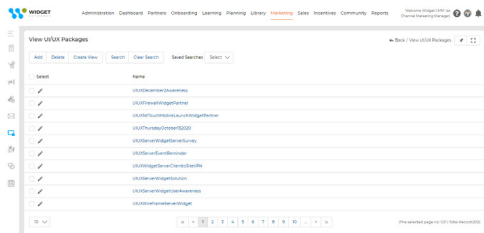

Key Features

✔ Content management

✔ Page setup and management

✔ Visibility configuration

✔ Integration of Dynamic Forms

UI/UX Package Management

The Microsite & Landing Page Management module allows you to quickly create single-page or multi-page microsites for your partners to incorporate into campaigns. With our UI/UX package management features you can simply upload the required design and CSS for a page to ensure it conforms to your brand guidelines.

This module also offers you the option to add various metatags to the page content so the microsite(s) are SEO-friendly. Any images you wish to be associated with a page can also be easily uploaded in a matter of seconds.
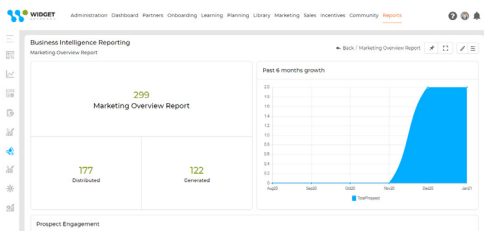
Key Features

✔ Script & style management

✔ Metatag management

✔ Partner #Code Replacement

Performance Tracking & Analysis

ZINFI's EDISONTM reporting engine has been integrated with the Microsite & Landing Page Management module to make it easy for you to monitor the performance of campaigns executed by each partner with real-time analytics. You will quickly have a clear understanding of which campaigns are working well, what needs improvement and why.

The module also enables your channel partners to keep track of the assets that are viewed or downloaded by prospects, and the leads that are generated via the microsites and landing pages they have customized. This feature gives partners the information they need to prioritize their follow-up activities with prospective buyers.

Key Features

✔ Summary dashboard

✔ Asset download tracking

✔ Lead capture notification

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